



## NEWS RELEASE

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**SUBJECT:** Wisconsin's Green Tier Program finalist for Harvard Innovation Award

MADISON – Wisconsin's environmentally creative Green Tier program for businesses that commit to superior environmental performance is among 18 national finalists competing to receive a prestigious Innovations in American Government award given by the Ash Institute for Democratic Governance and Innovation at Harvard University's John F. Kennedy School of Government.

The award is administered in partnership with the Council for Excellence in Government, headquartered in Washington, D.C. In this year's competition, more than 1,000 public programs submitted applications. The 18 national finalists include four federal, six state, two county and six municipal programs.

The Wisconsin Department of Natural Resources manages the Green Tier program, which encourages environmentally responsible companies to go beyond meeting regulatory minimums for pollution control. Among Wisconsin businesses involved in Green Tier are MEGTEC Systems, Inc., De Pere; Holsum Dairies, Hilbert; Times Printing, Random Lake; and land developers and scrap metal recyclers across the state.

"It is wonderful that Wisconsin's Green Tier program is recognized as being among the most innovative government programs in the country," said Governor Jim Doyle. "The Green Tier program is a key component of my "Grow Wisconsin" and "Conserve Wisconsin" plans. The innovation this program promotes is essential to demonstrating that environmental results and economic gains can be achieved together. We're showing that businesses can grow and also improve the environment at the same time."

Wisconsin's Green Tier program, which started as a pilot in 1996, is based on a collaborative system of contracts and charters that participating businesses and the DNR craft together. The program streamlines environmental requirements and encourages new environmental technologies, enabling companies to make both environmental and economic gains.

Participating Wisconsin businesses have successfully reduced nitrogen oxide emissions and solid and hazardous wastes through Green Tier, Gov. Doyle said.

The Innovations in American Government Program is an annual award program designed to recognize and promote excellence and creativity in the public/private sector. The DNR's Green Tier program was formally evaluated by a reviewer from the Ash Institute in late April and DNR staff will make a presentation to a panel at the Kennedy School of Government at Harvard in late May. From the current group of 18 finalists, seven winners will be selected to each receive a \$100,000 cash award and make a formal presentation at the Excellence in Government Conference in July.

For additional information online about the Ash Institute please visit <http://www.ashinstitute.harvard.edu/Ash/> or about Green Tier visit ([www.greentier.wi.gov](http://www.greentier.wi.gov)).